

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON

September 9, 1982

Executive Registry

82-5890

13 September

[Redacted]  
Central Intelligence Agency  
Washington, D.C. 20505

Dear [Redacted]

This will confirm the appointment tomorrow at 4:00 p.m. for Commissioner Abbott Washburn and Margita White to see the Director. Enclosed is a small package of materials explaining the China project which the Commissioner asked me to deliver to the Director.

Thank you for your assistance in helping us arrange this appointment.

Sincerely,

*Nancy*

Nancy B. Carey  
Legal Assistant to  
Commissioner Abbott Washburn

Enclosures

L-265

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May 1982

U.S. National Exhibition, Beijing, China, 1984

The U.S. is presented with an opportunity to stage, in Beijing throughout the summer of 1984, a U.S. National Exhibition similar in size and content to the one in Moscow in 1959 where Nixon and Khrushchev debated in the kitchen. The Government of the PRC is prepared to accept such a major exhibition devoted to America's progress in science, technology and culture. Not a trade promotion effort (except secondarily), its purpose is to demonstrate American accomplishments, character, ideals.

During 1981, a "Design Group" of private citizens visited Beijing to explore the possibility. Their travel was financed by the U.S. International Communications Agency. I.M. Pei, the designer of the East Building of the National Gallery of Art, is a member of this Group; also George Stevens, Jr., who heads the American Film Institute at the Kennedy Center; Jack Masey, who worked on the 1959 Moscow Exhibition; and designer Ivan Chermayeff. They were very favorably received by the Chinese. Three days of detailed discussion were held, at the end of which a Memorandum of Understanding was signed in Chinese and English. Upon their return the Design Group prepared a Report.

Their Report has been carefully reviewed by USICA, the State Department, the Commerce Department, NSC, FCC, and other relevant agencies in Washington. There is keen interest in the project, but unfortunately no government funds are available at this time to get it under way. Director Wick of USICA and Secretary of Commerce Malcolm Baldrige have stated that the private sector will have to pick up the ball.

The next step (Phase II), costing in excess of \$350,000, will take about five months of work by I.M. Pei, Jack Masey and colleagues. At the end of that time they will have completed the detailed Schematic Design of the buildings, together with scale models and visual presentations of how the Exhibition area will look to the 12 million Chinese attendees. The designated Exhibition site is 20 minutes by bicycle from Tiananmen Square, the heart of Beijing. It is over 400,000 square feet -- about the size of eight football fields.

The plan is for a consortium of firms to share the underwriting of Phase II. To that end, Dr. Joseph Charyk, President of Comsat, has taken the leadership and, along with attorney Michael Gardner, a member of the Reagan transition team, formed a tax-exempt, non-profit corporation. This entity is receiving contributions and will make the contracts with I.M. Pei, et al to proceed with Phase II of the project. A list of the officers and directors of this corporate entity is attached.

An informal governmental coordinating committee has also been formed, chaired by Mr. Wick. A list of the members of this committee is likewise attached.

An interesting feature is the concept of a Great Hall of Telecommunications wherein all the latest state-of-the-art hardware would be on display. It would also include an auditorium with television stage. Here would originate live television programs for transmission to the United States by satellite, and live programs from the United States would be received on a large screen and relayed to TV receivers throughout China.

The Exhibition is planned to open in June of 1984 and run for 120 days. The Chinese officials believe that it will be possible for approximately 100,000 visitors a day to view the Exhibition.

Committee for United States Exhibition in Beijing, 1984, Inc.

Board of Directors

Dr. Joseph V. Charyk, President

President and Chief Executive Officer, Communications Satellite Corporation

Mr. Frank L. Dennis, Vice President

Attorney of Counsel, Gordon & Healy

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Vice President, Government Relations, Sun Oil Company

Honorable Richard E. Wiley

Partner, Kirkland & Ellis. Former Chairman, Federal Communications Commission

Coordinating Committee, U.S. Exhibition in Beijing, 1984

Informal committee composed of U.S. Government officials:

U.S. International Communication Agency

Honorable Charles Z. Wick, Director\*

Honorable Gilbert A. Robinson, Deputy Director

Department of State

Ambassador John H. Holdridge, Assistant Secretary for East  
Asian & Pacific Affairs

Mr. Thomas P. Shoesmith, Senior Deputy Assistant Secretary  
for East Asian & Pacific Affairs

Mr. Richard H. Howarth, Deputy Director, China Desk

White House

Mr. Ronald B. Frankum, Deputy Science Advisor

Department of Commerce

Honorable Lionel H. Olmer, Under Secretary for International  
Trade

Honorable Bernard J. Wunder, Assistant Secretary for  
Communications & Information

Federal Communications Commission

Honorable Mark S. Fowler, Chairman

Honorable Abbott Washburn, Commissioner

National Science Foundation

Honorable John B. Slaughter, Director

Office of Chief Justice of the United States

Dr. Mark W. Cannon, Assistant to Chief Justice Burger

U.S. Senate

Honorable Ted F. Stevens, Alaska, Majority Whip of the Senate

Mr. Mark L. Schneider, Legal Assistant to Senator Stevens

Honorable John H. Glenn, Ohio, Member of Foreign Relations Committee

Mr. William R. White, Administrative Aide to Senator Glenn

\*Mr. Wick serves as Chairman of the Coordinating Committee.

U.S. Exhibition in Beijing, 1984

The Exhibition would run four months during the summer of 1984, opening on June 15. An 11-acre site on the way to the airport has been designated. I.M. Pei calls it "an ideal location."

Estimated attendance: 10 million, plus millions more via TV.

Focus of the Exhibition: America's progress in science, technology, and culture...with opportunity to highlight our concepts of individual initiative and freedom.

Corporate Committee

Following the luncheon at the Metropolitan Club last January, a tax exempt Corporate Committee was set up to guide the project and to raise funds for Phase II, namely--the design and layout of the Exhibition by I.M. Pei and the Design Group.

List of members of Corporate Committee (attached).

List of companies contributing thus far (attached).

Other activities of the Corporate Committee:

Meetings with Chinese officials involved	Mr. Bi Amb. Chai Mr. Li
Meetings with U.S. Government officials	Holdridge Kribb Wunder/Baldrige Robinson Frankum Group going to China David Laux, NSC et al

Meetings with Congress	Glenn Stevens Kassebaum Boschvitz
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Have kept Percy and Baker informed, also key staffers.

Meetings with relevant groups  
Amb. Chris Phillips: National Council for U.S.-China Trade  
Gov. Ray Schafer: National Committee on U.S. China Relations

Meetings with I.M. Pei and the Design Group:

Contract signed with the Design Group

### FOREIGN POLICY

We met with John Holdridge and Dick Howarth last week.

Holdridge: "We are very high on the project. The Department will be of every possible help.

The Secretary is not yet briefed on it (Secretary Haig was). But this will be arranged. It is particularly appropriate in wake of the recent joint communique on arms-to-Taiwan. This accord has removed much uncertainty about our relations. The Exhibition would help cement these relations. It would also help nudge the Chinese along toward a more open society. Ted Stevens and Chief Justice Burger both point out that China is "greening" toward individual initiative and capitalist incentives. So this is an opportunity to show them what freedom has contributed to our progress and development.

### USIA OBJECTIVES

The image-building opportunities for telling America's story are manifold. Programming from the Exhibition will be carried on Chinese television. Two-way satellite television programming will be received and transmitted from the Telecommunications Center. John Chancellor will be on camera, and work with George Stevens, Jr. There will be many interviews and exchanges with counter-parts (including the Chief Justice) during the 120-day run.

### NATIONAL SECURITY

There are national security overtones, since our ties with Beijing are a strong deterrent to Soviet aggression. A great demonstration of America's progress, running all summer long in the heart of Beijing, would give them fits in the Kremlin --- especially if it were opened by the President with all eyes of the world on it.

### TRADE OPPORTUNITIES

While it's not a trade fair, there are long-range trade consequences and good contacts to be made with Chinese counter-parts (e.g. Sun Oil). (Pepsi's long relationship with the USSR started with their participation in the American Exhibition in Moscow in 1959.)

Progress of I.M. Pei and Design Group

They are making excellent progress. They will have a model of the site layout and the Pavillion by Oct. 4, with graphics and elevation drawings.

It will be latest hi-tech air-suspended structure, of computer-assisted design. Architecturally of great interest. Will be left there as a statement of U.S.' advanced technology. Our continued use of the buildings, when needed in the future, will be assured.

I.M. Pei went to Beijing in late May, studied the site, the soil, the Chinese plans to provide utilities, etc. "Chinese side very enthusiastic", he said. Ours will be the first building in their new Exhibition Center. Japan's will be second.

Firms contributing seed money to Committee for United States Exhibition in Beijing, 1984, Inc

American Telephone & Telegraph Company

Coca-Cola Company

Communications Satellite Corporation

Hughes Communication Services, Inc.

International Telephone & Telegraph Corporation

Metromedia, Inc.

RCA Corporation

Sun Company, Inc.

Xerox Corporation

In addition, Kenneth Giddens has pledged a personal contribution

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The chances are favorable that the following will also come in shortly:

Chase Manhattan

MCI

Motorola

General Motors